

16th YEAR • A WEEKLY PUBLICATION

1956

Calendar

8 EAST 77th STREET
NEW YORK 21, N. Y.

TRAFALGAR 9-2343

File copy
7/23/86

fashion

january	february	march
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january - 1957	february - 1957	march - 1957
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RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING THURSDAY, JULY 19, 1956</u>			
Thursday July 19 9:45 A.M.	PRESS PREVIEW: MODEL ROOMS FOR FALL "Past Perfect, Future Perfect."	STERN'S Publ: Hilda Sachs,	7TH FLOOR FURNITURE DEPT. OX. 7-5600.

Thursday July 19 10:00 A.M.	PRESS PREVIEW OF FALL FUR FASHIONS By invitation only.	ARNOLD CONSTABLE Publicity: Gloria Geis,	6TH FLOOR MINK SALON MU. 5-2300.
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WEEK BEGINNING MONDAY, JULY 23, 1956

Monday July 23- July 26 12:00 Noon- 1:30 P.M.	PREVIEW OF A NEW FABRIC Press and private guest preview of a new Resort-Spring rayon and cotton fabric by Bates, using "disciplined" finish for the first time. Presentation of a group of fashions, created especially for this show. By invitation only.	AMERICAN RAYON INSTITUTE, INC. Publicity: Ruth Hammer Assoc.,	350 FIFTH AVENUE SHOWROOM - 59TH FLOOR EL. 5-7872.
Beginning Monday July 23	HOLIDAY, RESORT AND SPRING FABRICS Introduction of Better Fabrics Division.	RELTEX FABRICS (RELIABLE TEXTILE CO.) Contact: Trudy Bach,	1410 BROADWAY SHOWROOM - 6TH FLOOR LO. 3-2374.

Beginning Monday July 23- July 25	SCHEDULE OF LONDON COUTURE PREVIEWS <u>July 23:</u> Worth, Norman Hartnell, Michael Sherard, Digby Morton. <u>July 24:</u> Michael, Lachasse, Ronald Paterson, Victor Steibel. <u>July 25:</u> Hardy Amies, Charles Creed, Mattli, John Cavanagh. Contact: Rosemary Borland, 233 High Holborn, London, W.C.1	INCORPORATED SCC. OF LONDON DESIGNERS LONDON, ENGLAND
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Beginning Thursday July 26	OPENING DATES OF PARIS COLLECTIONS <u>July 26:</u> Christian Dior, Claude Riviere, Irene Dana, Irmone. <u>July 27:</u> Jacques Fath, Madeleine de Rauch, Revillon, Vera Borea, Balmain, Bruyere, Germaine Lecomte, A.C.P. <u>July 28:</u> Jean Patou, Costet, Jacques Heim, Jean Patou. <u>July 30:</u> Charles Montaigne, Jean Desses, Ardanse, Lola Prusac, Nina Ricci, Pierre Clarence, Lanvin (Castillo), Gres, Mad Carpentier. <u>July 31:</u> Anny Blatt, Carven, Jacques Griffe, Jeanne Fardeau, Bernard Sagardoy, Catherine Sauve, Maggy Rouff, Raphael. <u>August 1:</u> Andre Ledoux Sports, Maurice Roger, Renee Lise, Amy Linker, Michele Lambert, Doeuillet-Doucet, Hermes, Madeleine Vramant. <u>August 2:</u> Valentine Bourgade, Chanel, Regine Lutece, Jacqueline Godard. <u>August 3:</u> Raymonde Coste, Helen Hubert, Line Carmine, Georgette Renal. <u>August 4:</u> Renee Collard. Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE PARIS, FRANCE
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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday July 26 9:30 A.M.	PRESS PREVIEW: MAURER BRIDAL FASHIONS Preview of Fall Maurer bridal fashions. By invitation. <u>Customer showing</u> at 5:30 P.M. on 4th floor in store. Publicity: Arthur See, LA. 4-7000.	SAKS-34TH	MAURER SHOWROOM 491 SEVENTH AVENUE
Thursday July 26 4:30 P.M. Cocktails	PRESS PREVIEW: "MUSIC IN COLOR" Showing of new fabric styling and color in Hi-Fi and Phonographs. By invitation. Contact: Mad-Lyn Associates, BR. 9-5967.	SYMPHONIC CORP.	HOTEL NEW YORKER HARTFORD ROOM

BACK-TO-SCHOOL, COLLEGE AND CAREER PREVIEWS AND OPENINGS

Thursday July 26 9:30 A.M.	OHRBACH'S Ohrbach's will preview their back-to-school fashions to the press. By invitation only. Publicity: Mark Klauser, OX. 5-4000.	4TH FLOOR
Tuesday July 31	BLOOMINGDALE'S Opening of College Shop. Publicity: Margaret deMille, EL. 5-6400, Ext. 455.	3RD FLOOR
Wednesday August 1 10:00 A.M.	GIMBELS Gimbels will invite the press to preview back-to-school fashions. By invitation only. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.	2ND FLOOR
Wednesday August 1	LORD & TAYLOR Opening of College Shop. Publicity: Gloria Carr, WI. 7-3300.	5TH FLOOR
Wednesday August 1	SAKS FIFTH AVENUE Informal showings all day of college and career fashions. Press by invitation. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	7TH FLOOR
Thursday August 2 9:30 A.M.	MACY'S NEW YORK Macy's will preview back-to-school fashions to the press. By invitation only. Publicity: Nancy Rosenfield, OX. 5-4400, Ext. 2431.	13TH FLOOR
Monday August 6 11:00 A.M.	ARNOLD CONSTABLE College fashion preview for press and customers. Suburban store showings: <u>Hempstead</u> , August 7 at 3:30 P.M.; <u>New Rochelle</u> , August 8 at 3:30 P.M.; <u>Hackensack</u> , August 14 at 3:30 P.M.; <u>Manhasset</u> , August 15 at 3:30 P.M.; <u>Trenton</u> , August 16 at 3:30 P.M. Publicity: Gloria Geis, MU. 5-2300.	3RD FLOOR
Monday August 6 4:30 P.M.	ABRAHAM & STRAUS A&S will preview their college and career fashions to the press. By invitation. College Shop will open to the public, Mon., July 30 with College Board modeling from 12:00 to 2:00. Also Aug. 9, 16, 23 from 5:30 to 6:00. Publicity: Juli Daves, TR. 5-7200.	7TH FLOOR
Monday August 6 <i>Barbara Savane</i>	STERN'S Stern's will present college fashions. Informal modeling by College Board members on Thurs., August 9 from 5:00 to 7:00 P.M. Publicity: Amelia Cram, LO. 5-7960, Ext. 322.	3RD FLOOR
Monday August 6 <i>will call me</i>	BAMBERGER'S Opening of the College and Career Shop. Contact: Dorothy Parr, Market 2-1212.	3RD FLOOR

(Continued on following page)

DATEWHAT'S GOING ONGIVEN BYWHEREBACK-TO-SCHOOL, COLLEGE AND CAREER PREVIEWS AND OPENINGS (Continued)

will call me

Tuesday August 7 9:30 A.M. MACY'S NEW YORK 3RD FLOOR
Macy's will preview their college fashions to the press. By invitation only. Publicity: Nancy Rosenfield, OX. 5-4400, Ext. 2431.

Tuesday August 7 RUSSEKS FIFTH AVENUE 7TH FLOOR
Opening of College Shop. Publicity: Pat Keller, WI. 7-1900.

Wednesday August 8 10:00 A.M. GIMBELS 3RD FLOOR
Gimbels will preview their college and career fashions to the press. By invitation only. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.

Thursday August 9 9:30 A.M. OHRBACH'S 4TH FLOOR
Ohrbach's will preview their college and career fashions to the press. By invitation only. Publicity: Mark Klauser, OX. 5-4000.

Tuesday August 14 9:30 A.M. BEST & CO. 13TH FLOOR
Best's will preview their college fashions to the press. By invitation. Publicity: Gay Stearns, PL. 9-2000.

Thursday August 16 9:30 A.M. PECK & PECK 260 4TH AVE. (20 ST.)
Peck & Peck will preview their Fall College Fashions to the press. By invitation only. Publicity: Mrs. D. J. Todd, OR. 3-4700.

Wednesday August 22 12:15 P.M.; 6:00 P.M. KRESGE-NEWARK 3RD FLOOR
Kresge-Newark will present college, career and country fashions. Press invited. On Sat., August 25 at 12:30 P.M., showing of children's back-to-school fashions, Thimbleberry Room, 7th Fl. Open to public. Publicity: Rita Nagle, Mitchell 2-8000.

will call me or Mrs. End of July

August 2 MACY'S BACK-TO-SCHOOL FASHION PREVIEW AT 9:30 A.M. (See Page 2).

Saturday August 4-12 FIRST ANNUAL BABY & CHILDREN'S SHOW NATIONAL BABY AND CHILDREN'S WEAR SHOW NEW YORK COLISEUM COLUMBUS CIRCLE
Theme: "American Industry's Effort for a Better World for Children". Babies through teen-agers and maternity fashions will be shown. Also, furniture, toys, books, food, sports exhibits. Daily trade showings from 10:00 A.M. to 1:00 P.M.; public from 1:00 P.M. to 10:00 P.M. Publicity: Charles Schreiber, Universal Public Relations, 270 Park Ave., MU. 8-0064.

August 6 ARNOLD CONSTABLE'S COLLEGE FASHION PREVIEW AT 11:00 A.M. (See Page 2).

August 6 ABRAHAM & STRAUS COLLEGE FASHION PREVIEW AT 4:30 P.M. (See Page 2).

August 7 MACY'S COLLEGE FASHION PREVIEW AT 9:30 A.M. (See Above).

August 8 GIMBELS COLLEGE AND CAREER FASHION PREVIEW AT 10:00 A.M. (See Above).

Wednesday August 8 1:15 P.M. SHOWING OF FALL MATERNITY FASHIONS BABY TALK MAGAZINE NEW YORK COLISEUM COLUMBUS CIRCLE
Baby Talk Magazine will show Fall and Winter maternity fashions at National Baby and Children's Show. Contact: Irene Fogel, OR. 9-4400.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
August 9	OHRBACH'S COLLEGE & CAREER FASHION PREVIEW AT 9:30 A.M. (See Page 3).		
August 13	DEMOCRATIC CONVENTION IN CHICAGO.		
August 14	BEST'S COLLEGE FASHION PREVIEW AT 9:30 A.M. (See Page 3).		
Wednesday August 15 9:30 A.M. Breakfast	PRESS PREVIEW: FALL COATS AND SUITS Macy's will preview their Fall coats and suits. By invitation only. Publicity: Nancy Rosenfield, OX. 5-4400, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
August 16	PECK & PECK'S COLLEGE FASHION PREVIEW AT 9:30 A.M. (See Page 3).		
August 20	REPUBLICAN CONVENTION IN SAN FRANCISCO.		
Tuesday August 21- August 22	SEMI-ANNUAL LEATHER SHOW Forty-ninth semi-annual members' showing of American Leathers. Exhibit hours: <u>August 21--9:00 A.M. to 7:00 P.M.</u> ; <u>August 22--9:00 A.M. to 3:00 P.M.</u> Contact: Leif C. Kronen, Tanners' Council, 411 Fifth Avenue, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA
Wednesday August 22 2:30 P.M.	SEMI-ANNUAL SHOE STYLE CONFERENCE Semi-annual footwear style conference for Spring and Summer 1957, featuring apparel, fabric and color trends. For shoe, leather and allied fashion industries. Contact: L. E. Langston, Exec. Vice-Pres., MU. 6-7520.	NAT'L SHOE RETAILERS ASS'N. (274 MADISON)	HOTEL PLAZA TERRACE ROOM
Wednesday August 22 4:00 P.M. Cocktails	PRESS PREVIEW OF NEW LINENS Macy's will preview "The Midas Touch in Linens." By invitation only. Publicity: Nancy Rosenfield, OX. 5-4400, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Sunday August 26- August 30	FIFTY-FIRST ANNUAL JEWELERS CONVENTION More than 10 million dollars worth of jewelry, watches and silverware will be displayed; and discussions by members of the jewelry industry. Contact: Charles M. Isaac, 551 Fifth Avenue, MU. 2-2764.	AMER. NAT'L RETAIL JEWELERS ASS'N.	WALDORF-ASTORIA
Monday August 27 9:30 A.M. Breakfast	PRESS PREVIEW: HATS AND FALL FASHIONS Abraham & Straus will preview "Lovely Lady" millinery and Rose Room fashions for Fall. By invitation only. <u>Customer millinery shows, Thurs., August 30</u> on third floor at 5:30 and 6:30 P.M. Publicity: Juli Daves, TR. 5-7200.	ABRAHAM & STRAUS	7TH FLOOR EXEC. CONFERENCE ROOM
Tuesday August 28 11:00 A.M.	"MISS BERGDORF" FALL READY-TO-WEAR The press will be invited to preview the "Miss Bergdorf" Fall ready-to-wear. By invitation only. Publicity: Florence Neff, FL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR
Tuesday August 28 11:00 A.M.- 4:00 P.M.	PRESS PREVIEW OF "TEXTILES, USA" An exhibition of more than 180 woven, knitted and dyed fabrics, manufactured by 111 firms in the U.S. Open to public, August 29 - Nov. 4. Publicity: Elizabeth Shaw, CI. 5-8900.	THE MUSEUM OF MODERN ART	11 WEST 53RD STREET FIRST FLOOR & GARDEN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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Sept. 3	LABOR DAY (Monday)--Legal Holiday.		
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PRESS PREVIEWS: FALL CUSTOM-ORDER AND ORIGINALS
FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED

Tuesday Sept. 4	<u>SAKS FIFTH AVE.</u> At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL.: GRACE DE MUN,	PL. 3-4000
Wednesday Sept. 5	<u>BERGDORF GOODMAN</u> At 11:30 A.M.	745 FIFTH AVE.	PUBL.: FLORENCE NEFF,	PL. 3-7300
Thursday Sept. 6	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST.	PUBL.: RUTH SMITH,	PL. 5-2600
Friday Sept. 7	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON,	CI. 7-1100
Tuesday Sept. 11	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL.: SOPHIE SHONNARD,	EL. 5-6800

Tuesday Sept. 4	SWIMWEAR OPENINGS IN LOS ANGELES	CALIFORNIA SWIMSUIT MANUFACTURERS	LOS ANGELES, CALIFORNIA
	Sept. 4: Jantzen.	Sept. 5: Rose Marie Reid, Maurice Handler, Caltex.	
	Sept. 6: Gantner.	Sept. 7: Cole & California, Catalina, DeWeese Designs.	

Sept. 6 ROSH HASHONAH -- First Day of Jewish New Year (Thursday).

Sept. 6 HATTIE CARNEGIE'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Above).

Sept. 7 HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Above).

Monday Sept. 10 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION	BERGDORF GOODMAN	2ND FLOOR
	Preview for the press of Bergdorf Goodman's import collection. By invitation only. Publicity: Florence Neff, PL. 3-7300.		

Monday Sept. 10- Sept. 14	SECOND ANNUAL "CHERRY BLOSSOM FESTIVAL"	A.P. SILK CO., INC.	1412 BROADWAY SHOWROOM - 15TH FLOOR
	A. P. Silk Company will present their new imported and domestic fabrics for Spring and Summer. Press by invitation. Contact: Countess Denise Dolfin, LO. 4-3335. Publicity: Ken Williams, JU. 6-8217.		

Beginning Monday Sept. 10	RESORT & EARLY SPRING OPENINGS FOR BUYERS	RESORT WEAR GUILD	LOS ANGELES, CALIFORNIA
	Contact: California Fashion Creators, 740 So. Broadway, Los Angeles 14.		

Tuesday Sept. 11 12:30 P.M. Luncheon	FALL FASHIONS BY LUIS ESTEVEZ	GRENELLE-ESTEVEZ LTD.	HOTEL AMBASSADOR BALLROOM
	Fall fashions by Luis Estevez, available at Lord & Taylor, will be presented during luncheon. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 5-1000. Grenelle-Estevez contact: Elizabeth Harris, LO. 4-5820. Produced by Mary Alice Rice, CI. 6-1790.		

Sept. 11 BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Above).

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 12 2:30 P.M.	PREVIEW OF FALL AND WINTER COLLECTION Mme. Garnett will personally present her Fall and Winter collection. By invitation only. Contact: Floria Paci, EL. 5-5275. Publicity: Elizabeth Maher Associates, EL. 4-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Thursday Sept. 13 12:30 P.M. Luncheon	FALL SUITS BY BEN GERSHEL Ben Gershel's Fall suits will be presented by B. Altman during luncheon. Press by invitation. Public by reservation, contact: PL. 9-3000, Ext.176. Altman Publicity: Eleanor Horton, MU. 9-7000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	B. ALTMAN & CO.	HOTEL PIAZA PERSIAN ROOM
Thursday Sept. 13 3:00 P.M.	PREVIEW OF FASHIONS BY MURIEL KING Press preview of Fall fashions by Muriel King, with Stein & Blaine furs. By invitation only. Contact: PL. 3-7700.	STEIN & BLAINE	13 WEST 57TH STREET 2ND FLOOR
Thursday Sept. 13 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF NEW LINGERIE FABRIC J.P. Stevens will introduce their new lingerie fabric "Angel's Touch." Fashion show at 5:30 P.M. Commentator: Betty Furness. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	J.P. STEVENS & CO., INC.	WALDORF-ASTORIA EMPIRE ROOM
Sept. 15	YOM KIPPUR--Jewish Day of Atonement (Saturday).		
Tuesday Sept. 18 11:30 A.M.	PRESS PREVIEW OF FALL READY-TO-WEAR Bergdorf Goodman will preview their Fall ready-to-wear originals. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Wednesday Sept. 19 11:00 A.M.	PRESS PREVIEW: CUSTOM- ORDER ORIGINALS Oldric Royce will present his Fall and Winter collection of custom-made fashions. By invitation only. Publicity: Nona James, MU. 5-4834.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Wednesday Sept. 19 12:00 Noon Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON Luncheon presentation of Fall fashions from the Hattie Carnegie Blue Room. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Hattie Carnegie Publicity: Sidney Winters, PL. 5-2600. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	HATTIE CARNEGIE BLUE ROOM	WALDORF-ASTORIA EMPIRE ROOM
Friday Sept. 21 9:00 A.M.; 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS Co-Chairmen, Ready-to-Wear Division: Bettina Ballard and Margaret deMille. (Prices and details later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC.	WALDORF-ASTORIA (9 ROCKEFELLER PLAZA) GRAND BALLROOM
Wednesday Sept. 26 12:30 P.M. Luncheon	PREVIEW OF FALL READY-TO-WEAR FASHIONS Bloomingdale's "Green Room" fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bloomingdale's Publicity: Margaret deMille, EL. 5-6400. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BLOOMINGDALE'S	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Sept. 28 11:30 A.M.	PRESS PREVIEW OF FALL FURS Bergdorf Goodman will preview their Fall and Winter furs to the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR

RESORT-SPRING COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

Beginning	DAVIDOW.	550 Seventh Avenue.	PE. 6-6909
Monday	DAVID M. GOODSTEIN, INC.	498 Seventh Avenue.	LA. 4-2577
Oct. 1	KANE-WEILL.	498 Seventh Avenue.	LO. 5-3041
	ZOLTAN ROSENBERG CO.	550 Seventh Avenue.	LA. 4-6691
	SPORT-CRAFT, INC.	550 Seventh Avenue.	LA. 4-9724
	Contact individual manufacturers.		

Wednesday Oct. 3 12:00 Noon Luncheon	FABRIC DIVISION LUNCHEON MEETING Co-Chairmen: Frances Clarke and Janet Livingstone. (Prices and more details later.)	THE FASHION GROUP, INC. (9 ROCKETELLER PLAZA) Contact: The Fashion Group, CI. 7-3940.	HOTEL SHERATON-ASTOR BALLROOM
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Wednesday Oct. 10 3:30 P.M. Cocktails	PREVIEW OF RESORT & SUMMER SWIMSUITS Rose Marie Reid will preview her Resort and Summer swimsuit collection for misses and juniors. Show followed by cocktails. By invitation only to press and buyers. Publicity: Jan Lovett, PE. 6-6275.	ROSE MARIE REID (1407 BROADWAY)	HOTEL PIERRE GRAND BALLROOM
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SPRING OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

Beginning	LARRY ALDRICH CO., INC.	530 7th Ave. (12 Fl.).	CH. 4-1872
Monday	BEN BARRACK, INC.	498 7th Ave. (7 Fl.).	LO. 4-3923
Oct. 15	HARVEY BERIN, LTD.	530 7th Ave. (7 Fl.).	PE. 6-0206
	BRANELL.	530 7th Ave. (27 Fl.).	PE. 6-6983
	OLEG CASSINI, INC.	498 7th Ave. (11 Fl.).	LO. 5-6453
	WILLIAM FOX, INC.	530 7th Ave. (21 Fl.).	OX. 5-4070
	ED GERRICK, INC.	550 7th Ave. (7 Fl.).	LO. 4-1820
	A. GOODMAN & CO., INC.	530 7th Ave. (12 Fl.).	WI. 7-4077
	GRABOIS.	498 7th Ave. (5 Fl.).	CH. 4-2767
	HARMAY	498 7th Ave. (22 Fl.).	PE. 6-5547
	JACK HORWITZ ASSOCIATES	498 7th Ave. (9 Fl.).	LO. 4-1860
	JOBBER, INC.	530 7th Ave. (20 Fl.).	PE. 6-1938
	JUNIOR SOPHISTICATES	498 7th Ave. (4 Fl.).	LO. 4-0462
	NAT KAPLAN, INC.	498 7th Ave. (21 Fl.).	LO. 5-4115
	DAVID LEVINE CO.	530 7th Ave. (21 Fl.).	JA. 4-0237
	ROSALIE MACRINI	550 7th Ave. (11 Fl.).	CH. 4-2655
	PAUL PARNES CORP.	498 7th Ave. (10 Fl.).	CH. 4-4600
	BEN REIG, INC.	498 7th Ave. (23 Fl.).	CH. 4-1542
	RUDOLF GOWNS	530 7th Ave. (12 Fl.).	WI. 7-6865
	MARTIN SIMON, INC.	498 7th Ave. (7 Fl.).	JA. 4-2877
	HERBERT SONDHEIM, INC.	530 7th Ave. (20 Fl.).	JA. 4-7540
	FRANK STARR, INC.	530 7th Ave. (19 Fl.).	JA. 4-7690
	SUZANNE-AUGUSTINE, INC.	1 W. 47 St. (7 Fl.).	PL. 7-3465
	HANNAH TROY, INC.	530 7th Ave. (2 Fl.).	LO. 3-0988
	SAMUEL WINSTON, INC.	530 7th Ave. (11 Fl.).	CH. 4-2617
	Contact: Leonard Gendler, FOGA Secy, 1440 Broadway, CH. 4-6945.		

MOVIES...MUSIC...THEATRE...OPERA...BALLET

Week Of July 23 SIXTH & FINAL WEEK: STADIUM CONCERTS, LEWISOHN STADIUM, 138TH & AMSTERDAM
Mon., July 23: Tossy Spivakovsky, violinist and Aldo Parisot, cellist.
Tues., July 24: Beethoven-Brahms program - Vladimir Golschmann, conductor.
Wed., July 25: Alexander Uninsky; Tchaikovsky's B-flat Minor Piano Concerto.
Thurs. July 26: Verdi's "Rigoletto"; Leonard Warren, Lois Hunt, Barry Morell.
Sat., July 28: Rodgers-Hammerstein Night; Annamary Dickey, Clarence Turner, William Tabbert, Jack Russell. Publ.: Miss Alix Williamson, CI. 6-4462.

Thursday July 26 PREMIERE: "HIGH SOCIETY" (Movie) MUSIC HALL, 6TH AVE. & 50TH STREET
 Bing Crosby, Grace Kelly, Frank Sinatra and Celeste Holm will star in MGM's Technicolor-VistaVision musical version of "The Philadelphia Story". Director: Charles Walters. Producers: Sol C. Siegel. Costumes: Helen Rose. MGM Publicity: Frances Lane, JU. 2-2000. Music Hall Publicity: Fred Lynch, CI. 6-4600.

Wednesday August 1 PREMIERE: "AUTUMN LEAVES" (Movie) ASTOR THEATRE, BROADWAY & 44TH STREET
 Joan Crawford will star with Cliff Robertson in Columbia's new drama about a woman who marries a younger man, with Vera Miles, Ruth Donnelly, Lorne Greene. Producer: William Goetz. Director: Robert Aldrich. Costumes: Jean Louis. Columbia Publicity: Hortense Schorr, CI. 5-5000.

Sunday Sept. 16- Sept. 30 OPENING: "THE ROYAL DANISH BALLET" MET OPERA HOUSE, B'WAY & 39TH STREET
 The Royal Danish Ballet will be seen for 17 appearances only -- presented by Columbia Artists Management, in association with Howard Lanin Management. Tickets: \$1.80 - \$7.50. Publicity: Levrett Wright, CI. 7-6900.

Tuesday Oct. 23 OPENING: "THE OLD VIC COMPANY" THEATRE TO BE ANNOUNCED
 Sol Hurok will present The Old Vic Company in an eight week Shakespearean season with Paul Rogers, Claire Bloom, John Neville, Coral Browne. Settings and costumes: Frederick Croke. Publ.: Martin Feinstein, PL. 9-6000.

Thursday Oct. 25 OPENING: "SEPARATE TABLES" MUSIC BOX THEATRE, 239 WEST 45TH STREET
 The Producers' Theatre, in association with Hecht-Lancaster will present Eric Portman and Margaret Leighton in 2 one-act plays by Terence Rattigan. Director: Peter Glenville. Publ.: William Fields or Barry Hyams, PL. 7-6900.

Wednesday Oct. 31 OPENING: "AUNTIE MAME" BROADHURST THEATRE, 235 WEST 44TH STREET
 Rosalind Russell will star in an adaptation of the best-selling novel by Patrick Dennis, by Robert E. Lee and Jerome Lawrence. Produced by Robert Fryer and Lawrence Carr. Director: Morton DeCosta. Publicity: Arthur Cantor, CI. 6-6496.

Thursday Nov. 8 OPENING: "THE BEST HOUSE IN NAPLES" THEATRE TO BE ANNOUNCED
 Nick Mayo will present the F. Hugh Herbert new play starring Katy Jurado. Scenery: Ralph Alswang. Costumes: Jerry Boxhorn. Publicity: Harvey Sabinson, 1720 Broadway, CI. 6-0856.

Thursday Nov. 22 OPENING: "CANDIDE" MARTIN BECK THEATRE, 302 WEST 45TH STREET
 Ethel Linder Reiner and Lester Osterman Jr. will present a musical version of Voltaire's play, adapted by Lillian Hellman, featuring Robert Rounseville and Irra Petina. Director: Tyrone Guthrie. Music: Leonard Bernstein. Settings: Oliver Smith. Costumes: Irene Sharoff. Choreography: Tom Brown. Publicity: Ben Washer, MU. 4-8088.